

REMARKS

Claims 1-10 are presented for consideration, with Claim 1 being independent.

Claims 1-5 and 7-9 stand rejected under 35 U.S.C. §103, as allegedly being obvious over Ando '486 in view of Applicant's admitted prior art (AAPA). In addition, Claim 6 is rejected as allegedly being obvious over those citations and further in view of Kumaki '229, and Claim 10 is rejected as allegedly being obvious over Ando, AAPA and further in view of Tanada '5789. These rejections are respectfully traversed.

Applicant's invention as set forth in Claim 1 relates to a video display apparatus comprised of a converting circuit for executing nonlinear conversion for an input video signal to output a converted video signal, a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen, and an adjustment circuit for adjusting the converted video signal on the basis of the display brightness featured value to output an adjusted video signal. In addition, a superimposing circuit superimposes a signal for displaying textual information or an icon on the video signal to output a superimposed video signal. As claimed, the display brightness featured value detecting circuit detects the display brightness featured value from the superimposed video signal output from the superimposing circuit, and an image is displayed based on the superimposed video signal.

In accordance with Applicant's claimed invention, a high performance video display apparatus can be provided.

The primary citation to Ando relates to a multipicture video display that includes a voltage compensation circuit. The Office Action asserts that Ando includes a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen, as well as an adjustment circuit and a superimposing circuit.

The secondary citation to Applicant's Admitted Prior Art is relied on for teaching a converting circuit for executing nonlinear conversion.

In contrast to Applicant's claimed invention, however, it is respectfully submitted that Ando does not teach or suggest a display brightness featured value detecting circuit as set forth in Claim 1. In this regard, the Office Action relies on EHT circuit 15 for a teaching of the subject detecting circuit. It is respectfully submitted, however, that the EHT circuit 15 is provided to generate an ABL (automatic brightness limiter)/ACL (automatic contrast limiter) compensation voltage, which is then distributed by compensation voltage sharing circuit 16. The EHT circuit 15 is not understood to detect a display brightness featured value indicating the brightness of the display screen.

It is acknowledged that first APL (average picture level) detection circuit 13 and second APL detection circuit 14 may be considered to detect the brightness of a display. In contrast to Applicant's claimed invention, however, these circuits detect APL from individual first and second video signals, and not from a superimposed video signal output from a superimposing circuit as set forth Applicant's Claim 1.

Accordingly, it is respectfully submitted that even if Ando were to be combined with AAPA, such a combination still fails to teach or suggest Applicant's claimed invention. Therefore, reconsideration and withdrawal of the rejection of Claims 1-5 and 7-9 under 35 U.S.C. §103 is respectfully requested.

The tertiary citation to Kumaki relates to a display apparatus and is relied on for its teaching of a display brightness featured value which is a sum of an average value of display signals for each color for a predetermined period. The tertiary citation to Tanada relates to an emitting device and is relied on for its teaching of electroemission display elements. Neither

citation, however, compensates for the deficiencies in Ando and AAPA as discussed above. Accordingly, reconsideration and withdrawal of the remaining rejections under 35 U.S.C. §103 is deemed to be in order and such action is respectfully requested.

Thus, it is submitted that Applicant's invention as set forth in independent Claim 1 is patentable over the cited art. In addition, dependent Claims 2-10 set forth additional features of Applicants' invention. Independent consideration of the dependent claims is respectfully requested.

In view of the foregoing, reconsideration and allowance of this application is deemed to be in order and such action is respectfully requested.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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